

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Meeting
Wednesday, June 24, 2015
860.429.2740
4:15 pm**

Minutes

Present: Riley Hasson and Betsy Paterson

Staff: Kathleen Paterson

1. Call to order

Betsy Paterson, in Chair Toni Moran's absence, called the meeting to order at 4:30 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from March 25, 2015 and April 22, 2015

Approval of the Minutes was tabled until the next meeting.

4. Review of Partnership Mission Statement

Kathleen Paterson asked the Committee for comments on the proposed rewording of the Partnership's Mission Statement.

By consensus, the group agreed to recommend the revised Mission Statement to the Board of Directors for adoption as follows:

The Mansfield Downtown Partnership seeks to foster the continued development, management, and promotion of downtown Storrs – a vibrant and economically successful community in the heart of Mansfield.

5. Update on work by ATION team

This discussion was tabled until the next meeting.

6. Review of Town Square donor event

This discussion was tabled until the next meeting.

7. Update on Live Music Wednesday

This discuss was tabled until the next meeting.

8. Update on Town Square use and draft policies

Ms. K. Paterson reported that the draft policies are still under review by the Town's attorney. She said that, other than Partnership-sponsored events, only a few events are scheduled for the Town Square for the summer, including the Mansfield Parks and Recreation Department's Summer Concert Series and a performance by the Alumni Company of the Shakespeare Academy at Stratford in late July. Ms. K.

Paterson said that she has not reached out to groups or promoted the Town Square as a venue because the policies have not been finalized yet.

9. Update on Celebrate Mansfield Festival

This discussion was tabled until the next meeting.

10. Update on Puppetry Festival

Ms. K. Paterson reported that she had met with John Bell and Emily Wicks of the Ballard Institute and Museum of Puppetry to discuss the upcoming Puppeteers of America National Puppetry Festival. She said there is a packed schedule of events for the week, with many performances and talks open to the public. Ms. K. Paterson explained that on Saturday, August 15, a puppet parade will lead the way from the UConn campus to the Town Square and will be followed by a puppet pageant and the Town Square Puppet Fair. **Ms. K. Paterson will work with the Ballard staff to promote the events which are open to the public.**

11. Adjourn

The meeting adjourned at 4:50 PM

Minutes prepared by Kathleen M. Paterson